



For information, contact:

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FOR IMMEDIATE RELEASE

**CONNECTICUT CONVENTION CENTER'S NEW WAY OF
BREAKING THE ICE WITH MEETING PLANNERS**

National Sales Managers donate \$5.00 to Alex's Lemonade Stand Foundation
On behalf of every planner they meet with in D.C.

HARTFORD, CT (August 3, 2012) --- Breaking the ice never got cooler! National Sales Managers, Anissa Ladd and Heather Vieira, from the Connecticut Convention Center travel to D.C. August 21st through 24th for a D.C. Roadshow. However, this business trip is more unique than any other before. On behalf of every planner that the National Sales Managers meet in D.C., the Connecticut Convention Center will donate \$5.00 to Alex's Lemonade Stand Foundation, a foundation for childhood cancer. Now, that's meeting with a purpose! To prearrange appointments, meeting planners should call Meredith Murphy at 860-728-2604 or email memurphy@ctconventions.com.



About Alex's Lemonade Stand Foundation

Alex's Lemonade Stand Foundation (ALSF) emerged from the front yard lemonade stand of cancer patient Alexandra "Alex" Scott from Manchester, CT (1996-2004). In 2000, 4-year-old Alex announced that she wanted to hold a lemonade stand to raise money to help find a cure for all children with cancer. Since Alex held that first stand, the Foundation bearing her name has evolved into a national fundraising movement, complete with thousands of supporters across the country carrying on her legacy of hope. For more information, please visit www.alexlemonade.org.

About the Connecticut Convention Center

The Connecticut Convention Center in Hartford is the state's premier meeting venue and the largest full-service convention facility between New York and Boston. Overlooking the beautiful Connecticut River, it features 140,000 square feet of exhibition space, a 40,000-square-foot ballroom and 25,000 square feet of meeting space, as well as ample sheltered parking. The facility is served by more than 6,500 local area hotel rooms, including the 22-story Marriott Hartford Downtown, adjacent to the Convention Center. The venue is professionally managed for the State of Connecticut by Waterford Venue Services, an affiliate of Waterford Hotel Group. For more information, please visit www.ctconventions.com.